Physical Fitness and Health Promotion for College Students under the Collaborative Model of "Internet + Community"

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Abstract: The current training of talents not only focuses on the cultivation of talents' intelligence and morality, but also pays attention to the improvement of college students' physical health. From the analysis of the current situation of college students' physical health, students' physical fitness has seriously declined, with insufficient endurance and weak muscle strength. At the same time, the high rate of obesity, vision loss, and the incidence of cardiovascular disease is relatively high, which has a direct relationship with the unhealthy lifestyle of students. Effective physical health intervention strategies need to be adopted promptly to ensure that students meet the physical standards. This paper mainly analyzes the current situation of college students' physical health and the factors affecting college students' physical health, and explores the path of college students' physical health improvement from the perspective of "Internet + community" to promote the healthy development of college students.

Keywords: Internet+ Community; Collaborative model; College students; Physical health; Development paths

1. Introduction

Under the development of the "Healthy China 2030" strategy, college students' physical health has been widely concerned. College students are the cornerstone of our country's future development, and their physical health is directly related to the future development of the motherland, so in recent years, colleges and universities have begun to pay more attention to students' physical health. However, from the analysis of the current physical health status of college students, due to the influence of irregular schedules, lack of exercise, and study pressure among students, the rates of myopia and obesity among college students have significantly increased, and their physical fitness has significantly declined. Nonetheless, it is insufficient to merely rely on the physical education courses in schools to enhance students' physical health. The auxiliary role of the community also needs to be brought into play. By effectively integrating "Internet +" with the community, a collaborative management model of "Internet + Community" for students' physical health management is constructed. Through the integration of Internet information, a new path is provided for the cultivation of students' physical health [1].

2. The current situation of college students' physical health

From the analysis of the current situation of college students' physical health, the overall situation is worrying. Insufficient endurance and muscle strength among students, vision problems and obesity problems are widespread. First of all, in the test of the long-distance running program for college students, a large part of the students find it difficult to complete the program within the standard time, and the passing rate is relatively low. Most of the students, even if they can barely finish, will have difficulty breathing in other situations. The survey shows that the passing rate of male students' 1000-meter long-distance running is about 60%, and the passing rate of female students' 800-meter long-distance running is about 65%, and the problem of insufficient endurance is more obvious. Secondly, about 40% of the boys had difficulty in scoring in the boys' pull-up training, and the girls' performance in the 1-minute sit-up test was also unsatisfactory. This shows that boys and girls also need to improve their muscle strength. Again, in the 50-meter sprint test and the standing long jump test, the starting speed response was slow, and the passing rate of the long jump distance was relatively low, indicating that the students' explosive force and speed training need to be strengthened. Finally, the rate of obesity and myopia among college students is relatively high, and the intake of fried food, milk tea and other food is relatively high, which belongs to high-sugar, high-fat, high-calorie food, and at the same time, the amount of exercise is insufficient, which leads to serious overweight of students. The data from the survey shows that the rate of obesity of students has increased by 15% in the past five years. Students use electronic devices such as computers and mobile phones for long periods and have insufficient outdoor time, which leads to a significant increase in the rate of myopia. In the survey, about 80% of students have different degrees of myopia problems, which easily affects the quality of life of students.

3. Factors affecting the physical health of college students

3.1. Policy implementation is not in place

China has issued a series of policy documents for college students' physical health, which clearly puts forward the need to focus on strengthening sports training, ensuring that students' exercise time and exercise, and regularly carrying out physical fitness monitoring. But the specific implementation of colleges and universities will still be affected by various factors, resulting in the formalization of sports. Sports are not carried out in strict accordance with the provisions of the policy, and there are irregularities in the teaching content and class time. At the same time, the students' physical health testing is not standardized, the testing process is not rigorous, there are data fraud and other problems, which cannot reflect the students' physical condition [2]. And the students with poorer physical fitness testing also lack a follow-up system, resulting in the policy playing a limited role. Furthermore, there are problems such as lax supervision by the government in the implementation of policies in colleges and universities, which affect the effective implementation of the system [3].

3.2. School sports are unscientific

There are problems of unscientific and uncritical training in physical education teaching as well as sports in colleges and universities, which is not conducive to improving the physical quality of students. The content of physical education is single, mainly based on track and field and ball sports, which is not attractive to students. And there is no introduction of health knowledge in the operation, which is not conducive to stimulating students' interest in sports. Physical education teaching methods are mainly based on teachers' demonstration and cannot be reviewed after class. The extracurricular activities of physical education are seriously formalized, lack of pertinence, and are not set up professionally in combination with the test results of students [4]. The allocation of sports equipment as well as venues is unreasonable, and the space and equipment for students' sports are insufficient, making it difficult to meet students' sports needs.

3.3. Insufficient attention from families

Family management plays a very important role in the management of college students' physical fitness and health, but few families pay attention to their children's physical fitness and health. Some parents focus their attention on students'

studies and future employment, and think that sports will waste their children's study time, so they not only do not support students' sports, but also oppose them [5]. Some students, after entering university, are expected by their parents to focus all their energy on obtaining various certificates and professional knowledge, without paying attention to the improvement of their physical fitness. In addition, parents themselves do not like sports and do not form a role model, resulting in a lack of good habits and a lack of motivation to exercise after entering the university [6].

4. The path to promote college students' physical fitness and health under the synergistic model of "Internet + Community"

From the above analysis, there are many factors affecting the physical health of college students, and it is necessary to raise the awareness of schools and families, to form the awareness of cultivating healthy exercise habits, and to improve the physical fitness of students. At the same time, it is also necessary to play the role of the community to provide the appropriate conditions for the cultivation of students' physical health.

4.1. Construction of an intelligent physical fitness assessment system

The construction of the college students' physical health platform under the "Internet + Community" collaborative model requires the formation of a multi-dimensional data collection model to connect with the physical fitness test data of school students, including students' daily sports test scores, physical fitness test scores, and the attainment of physical fitness test indicators, as well as students' basic information, such as height, weight, vision, blood pressure, etc. Based on the various parameter values of the students, a student's physical health management file is formed. At the same time, to address the lack of standardized data on students' physical fitness tests in some schools, the community can provide intelligent testing equipment for the detection of students' health conditions, as well as supplementing the school tests. In order to carry out real-time monitoring and regular testing of students' physical fitness, students can be encouraged to wear sports watches or bracelets to test their sleep, heart rate, and exercise [7]. And a sports and physical fitness management app can be developed to record students' nutritional intake and analyze their physical health conditions. Through the collection of students' multidimensional data, the multidimensional data analysis is formed by using big data technological means to construct a students' physical fitness and health management model. The model can be combined with various parameters of students to conduct a comprehensive assessment and analyze students' physical strengths, deficiencies, and physical health risks. The dynamic detection system is utilized to conduct dynamic analysis of students' health data and view the changes in students' health indicators. If the fluctuation of students' health indicators is found to be relatively large, the system will automatically issue an alarm, and at the same time, the community managers can contact the students promptly after discovery, provide students with health analysis reports, and offer advice on improving their physical fitness, including exercise advice, dietary advice, and work and rest advice for students. The app set up by the community can be shared with the school, parents and students themselves, so that the school and parents can keep abreast of the students' physical health and cooperate with the students to do a good job in physical health management, and promote the synergistic development of the management of college students' physical health [8].

4.2. Constructing online and offline integrated training mechanisms

Under the background of the coordinated development of "Internet + community", an online and offline combined physical health training mechanism can be created to provide college students with sufficient training resources. Under the background of the coordinated development of "Internet + community", an online and offline combined physical health training mechanism can be created to provide college students with sufficient training resources. To ensure the richness of the course content, it is necessary to include not only regular training programs such as track and field and ball games, but also training content that students are interested in, such as street dance and yoga. Moreover, targeted course contents should be set up in combination with the current physical health characteristics of college students to meet the needs of

their current physical health development of college students. Taking into account the physical ability of college students and the level of sports, we can also set up different difficulty training courses, so that students can combine their physical condition to choose the corresponding training methods and training content.

Secondly, it is necessary to develop a scientifically intelligent training program. According to the results of the previous physical intelligence assessment, personalized training plans are provided for students, which include their training programs, training time, and training difficulty etc. And special training programs are arranged for students who are obese and have a significant decline in vision. At the same time, the training plan can be reasonably adjusted based on the feedback data from students' training. Students can also use the online training platform to share sports experience, punch cards on the platform in exchange for points, and once they reach a certain number of points, they can go to the community to exchange for rewards. In the construction of offline platforms, the sports resources and spaces of communities and schools can be utilized to provide students with sports conditions, for example, the community's running track, outdoor equipment, table tennis rooms, sports parks, and various sports venues etc. A good sports atmosphere can be created in the community to encourage college students to participate in sports [9]. For example, the community's running track, outdoor equipment, table tennis rooms, sports parks, and various sports venues etc., create a good sports atmosphere in the community and drive college students to participate in sports [9]. In addition, the community can also jointly organize sports activities with colleges and universities, such as campus marathons, roller skating clubs, etc., and students can choose the corresponding activities according to their interests, realizing the effective connection between online and offline sports.

4.3. Building a joint incentive mechanism among communities, schools and families

Under the collaborative development model of "Internet + community," it is necessary to form a three-party incentive mechanism among the community, school, and family to make full use of multiple resources and enhance the development synergy. First of all, the community can provide university students with a community sports incentive fund, whereby the community raises funds from the government, social organizations, and enterprises to reward university students for outstanding performance in physical training and sports. The rewards include cash, shopping coupons for sporting goods, and health cards. The second is the school side of the incentive. The school incorporates physical education courses into the credit system and increases the proportion of credits. Corresponding credit rewards are given to students with outstanding sports performance [10]. Honor and recognition will be given to students who have achieved good results in community sports events and various sports competitions organized by society. Moreover, "Sports Stars" and "Sports Experts" can be regularly selected in schools. Through recognition and publicity, students' self-confidence can be enhanced. The main purpose of family motivation is to create a good atmosphere for sports in the family. For example, students can run and play ball games with their parents in the morning, so that parents can provide role models for students and promote interaction among family members. To stimulate students' motivation to play sports, parents can also provide students with an incentive mechanism, which can satisfy one of the child's wishes if the student makes progress in sports or improves his/her physical fitness level.

4.4. Carrying out community health-themed activities

Under the synergistic development model of "Internet + Community", to enhance the enthusiasm of college students to participate in physical fitness training, health-themed activities can be carried out in the community. Diversified thematic models can be designed according to students' interests to lay the foundation for the development of students' physical fitness. First, competitive sports activities can be constructed to carry out community leagues, fun games, and so on. Professional referees are invited to host the activities for students, and winning students can receive medals and prizes. The design can adopt a diversified sports model and appropriately lower the threshold of sports to avoid students being unable to participate in sports activities because of the high difficulty of sports. Regularly organize students to participate in nature exploration activities, such as outdoor hiking, cycling, and other activities, so that students can get close to nature

and relax in sports-themed activities. In addition, the community can also carry out healthy eating promotional activities, inviting professional nutritionists to explain to students the skills of combining nutritious meals and the way of choosing ingredients. In the implementation of the activities, online channels can first be used to warm up, such as using community groups, WeChat public number, etc. to publicize the content and time of the theme activities, to provide students with more preparation time.

4.5. Forming online health science popularization classes

Under the synergistic development of "Internet + Community," it is necessary to increase the publicity of students' sports and improve students', parents', and schools' knowledge of students' physical health and their self-management ability of physical health through the construction of online popularization classes. First of all, a diversified health knowledge system is used to build physical health popularization content according to the common physical health conditions and sports needs of students. These mainly include students' sports injury treatment, common disease prevention, myopia prevention and control, and nutrition and healthy diet. It can also provide guidance for students' physical recovery after staying up late, overeating and other bad habits. Through case studies, it also explains to students the damage to their physical skills caused by staying up late, consuming high-calorie food for a long period, and not participating in sports, to help them cultivate healthy schedules and living habits. Based on the seasonal changes and social hotspots, corresponding special science popularization topics should be launched, such as heatstroke and the high-incidence period of infectious diseases, and preventive knowledge should be released. The content of the promotion is mainly short videos. We can promote through animations and short videos to attract students' attention.

5. Conclusion

To summarize, the current physical health of college students is in a worrying situation, and the obesity and myopia rates among college students are increasing. At the same time, the failure rate of endurance and physical fitness tests of college students is relatively high. Many factors cause students' physical health problems, including students' lack of knowledge about physical health, and incomplete implementation of physical training and testing in schools. To improve students' physical fitness and health, school sports training cannot meet the training requirements of students. It is also necessary to leverage the power of communities and the Internet to provide students with more opportunities for physical training, enhance their awareness of physical training, build a collaborative model of "Internet + community", and improve the physical health level of college students.

Disclosure statement

The author declares no conflict of interest.

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